



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Pol/R Casey/D/US Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (134170)
National/Political
/06366078

Invoice 640785
Inv Date 10/28/2012
Terms Net 30
Contract 336017
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

BOB CASEY 10/09
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/29/2012 1:23:32PM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:		<u>TODAY 7-8A/1</u>						
	Spot	7:00:00AM- 8:00:00	Day, Tu-2, W-2, Th-2, F-2	10/09/12 7:23AM (Tu)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-2, W-2, Th-2, F-2	10/09/12 7:58AM (Tu)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-2, W-2, Th-2, F-2	10/10/12 7:29AM (We)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-2, W-2, Th-2, F-2	10/10/12 7:58AM (We)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-2, W-2, Th-2, F-2	10/11/12 7:22AM (Th)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-2, W-2, Th-2, F-2	10/11/12 7:29AM (Th)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-2, W-2, Th-2, F-2	10/12/12 7:29AM (Fr)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-2, W-2, Th-2, F-2	10/12/12 7:57AM (Fr)	00:30	Today Show	BCTV1208H	\$850.00	
2.0	Contract Line Remarks:		<u>TODAY 7-8A/2</u>						
	Spot	7:00:00AM- 8:00:00	Day, M-2	10/15/12 7:22AM (Mo)	00:30	Today Show	BCTV1210H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, M-2	10/15/12 7:29AM (Mo)	00:30	Today Show	BCTV1210H	\$850.00	
3.0	Contract Line Remarks:		<u>TODAY 8-9A/3</u>						
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/09/12 8:43AM (Tu)	00:30	Today Show	BCTV1208H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/10/12 8:36AM (We)	00:30	Today Show	BCTV1208H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/11/12 8:27AM (Th)	00:30	Today Show	BCTV1208H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/12/12 8:28AM (Fr)	00:30	Today Show	BCTV1208H	\$800.00	
4.0	Contract Line Remarks:		<u>TODAY 8-9A/4</u>						
	Spot	8:00:00AM- 9:00:00	Day, M-1	10/15/12 8:50AM (Mo)	00:30	Today Show	BCTV1210H	\$800.00	
5.0	Contract Line Remarks:		<u>NEWS 6-7A/5</u>						
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/09/12 6:08AM (Tu)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/10/12 6:06AM (We)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/11/12 6:38AM (Th)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/12/12 6:26AM (Fr)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
6.0	Contract Line Remarks:		<u>NEWS 6-7A/6</u>						
	Spot	5:59:04AM-Channel	Day, M-1	10/15/12 6:27AM (Mo)	00:30	Channel 11 News 6am	BCTV1210H	\$1100.00	
7.0	Contract Line Remarks:		<u>NEWS 5-530P/7</u>						
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/09/12 5:14PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1208H	\$1100.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/10/12 5:12PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1208H	\$1100.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/11/12 5:27PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1208H	\$1100.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/12/12 5:27PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1208H	\$1100.00	
8.0	Contract Line Remarks:		<u>NEWS 5-530P/8</u>						
	Spot	5:00:00PM- 5:30:00	Day, M-1	10/15/12 5:27PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	BCTV1210H	\$1100.00	
9.0	Contract Line Remarks:		<u>NEWS 6-630P/9</u>						
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/09/12 6:22PM (Tu)	00:30	Channel 11 News At 6pm M-F	BCTV1208H	\$1300.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/10/12 6:13PM (We)	00:30	Channel 11 News At 6pm M-F	BCTV1208H	\$1300.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/11/12 6:09PM (Th)	00:30	Channel 11 News At 6pm M-F	BCTV1208H	\$1300.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/12/12 6:09PM (Fr)	00:30	Channel 11 News At 6pm M-F	BCTV1208H	\$1300.00	
10.0	Contract Line Remarks:		<u>NEWS 6-630P/10</u>						
	Spot	5:58:34PM-Channel	Day, M-1	10/15/12 6:22PM (Mo)	00:30	Channel 11 News At 6pm M-F	BCTV1210H	\$1300.00	



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11.0	Preempt			10/13/12			1 preempt @ \$850.00	\$0.00	Pre-empt
12.0	Contract Line Remarks: JEOP 7-730P/12								
	Spot	6:59:29PM-Jeopardy	Per week (2), Tu, We, Th, Fr	10/10/12 7:24PM (We)	00:30	Jeopardy	BCTV1208H	\$2200.00	
	Spot	6:59:29PM-Jeopardy	Per week (2), Tu, We, Th, Fr	10/12/12 7:05PM (Fr)	00:30	Jeopardy	BCTV1208H	\$2200.00	
13.0	Contract Line Remarks: WHEEL 730P/13								
	Spot	7:30:04PM-WHEEL	Per week (3), Tu, We, Th, Fr	10/10/12 7:43PM (We)	00:30	Wheel Of Fortune	BCTV1208H	\$2200.00	
	Spot	7:30:04PM-WHEEL	Per week (3), Tu, We, Th, Fr	10/11/12 7:44PM (Th)	00:30	Wheel Of Fortune	BCTV1208H	\$2200.00	
	Spot	7:30:04PM-WHEEL	Per week (3), Tu, We, Th, Fr	10/12/12 7:37PM (Fr)	00:30	Wheel Of Fortune	BCTV1208H	\$2200.00	
14.0	Contract Line Remarks: LATE NEWS/14								
	Spot	10:59:34PM-CHANNEL 11	Per week (2), Tu, We, Th, Fr	10/09/12 11:29PM (Tu)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1208H	\$2700.00	
	Spot	10:59:34PM-CHANNEL 11	Per week (2), Tu, We, Th, Fr	10/10/12 11:30PM (We)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1208H	\$2700.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$46,400.00
Commission	(\$6,960.00)
Net Total	\$39,440.00

Total Spots 37